

# Google Analytics



Project: Navigating,  
Reports, & Dashboards



# Part One: Primary Views & Filters

---

# 1. Best Practice Check: Three Primary Views

This is my own business account (Language: German)

## Datenansichten

### 01 Production

149528290



### 02 Testing

149531836



### 03 RAW UNFILTERED

217421544



## Properties und Apps

### Bettina Alder Kosmetik

UA-98472259-1



## Datenansichten

### 01 Production

149528290



### 02 Testing

149531836



### 03 RAW UNFILTE...

217421544





## 2. Best Practice Check: Filtering Internal Traffic

This is my own business account (Language: German)

Datenansicht **+ Datenansicht erstellen**

01 Production

 Einstellungen der Datenansicht

 Datenansicht – Nutzerverwaltung

**+ FILTER HINZUFÜGEN**

Rang	↓	Filtername	Filtertyp
1		Exclude internal IPs	Ausschließen

### Filter bearbeiten

Filterinformationen

Filtername

Exclude internal IPs

Filtertyp

Vordefiniert

Benutzerdefiniert

Ausschließen

Zugriffe über IP-Adressen

sind gleich

IP-Adresse

109.163.





# Data Exploration

---

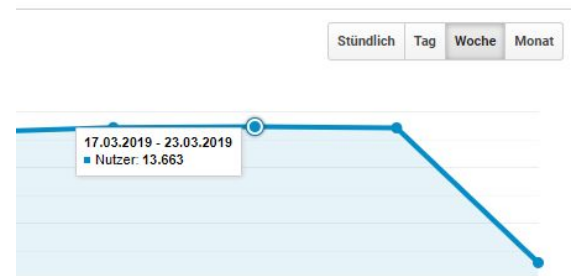
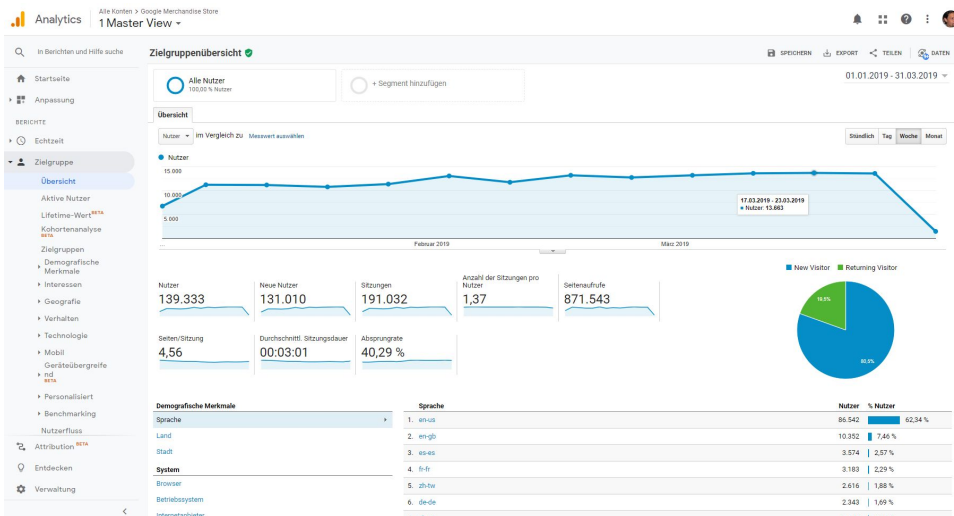
# Standard Display - Audience

From the Audience Overview Report, select a three month time period you would like to explore. Which week had the most visitors, and which week had the fewest visitors to your site?

**This is the Google Merchandise demo account**

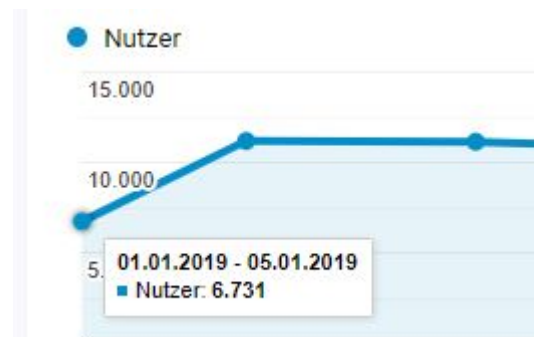
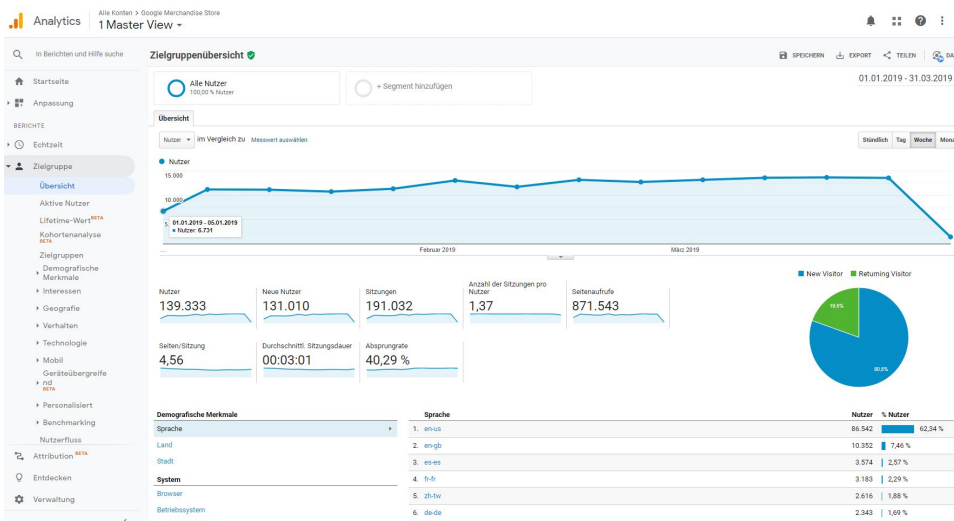
**Selected period: 01/01/2019 - 03/31/2019, "Users"**

**Most Visitors in Week 03/17-03/23 2019**



Close Up

**Fewest Visitors in Week 01/01-01/05 2019**



Close Up

# Standard Display - Audience

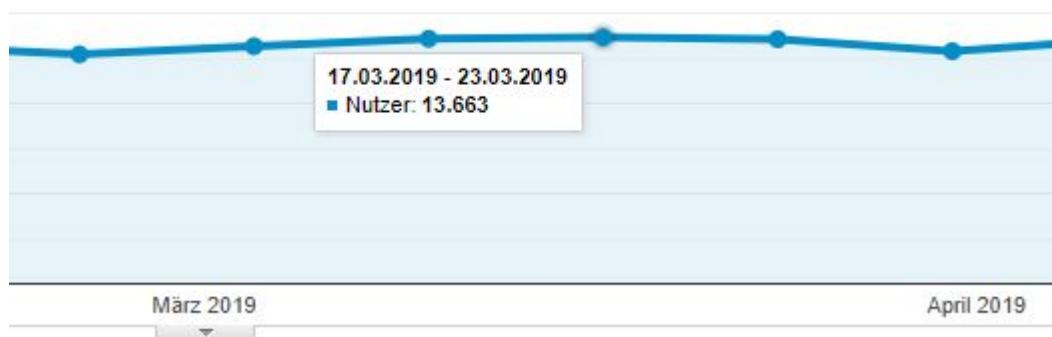
Do you have any ideas why certain trends are associated with these specific weeks?

Fewest Visitors:

For sure, the first week of the year is a slow starter. A lot of people are probably on holidays and christmas time has passed, so no one needs to buy gifts or stuff in the first . Probably the seasonality, that ends here.

Most Visitors:

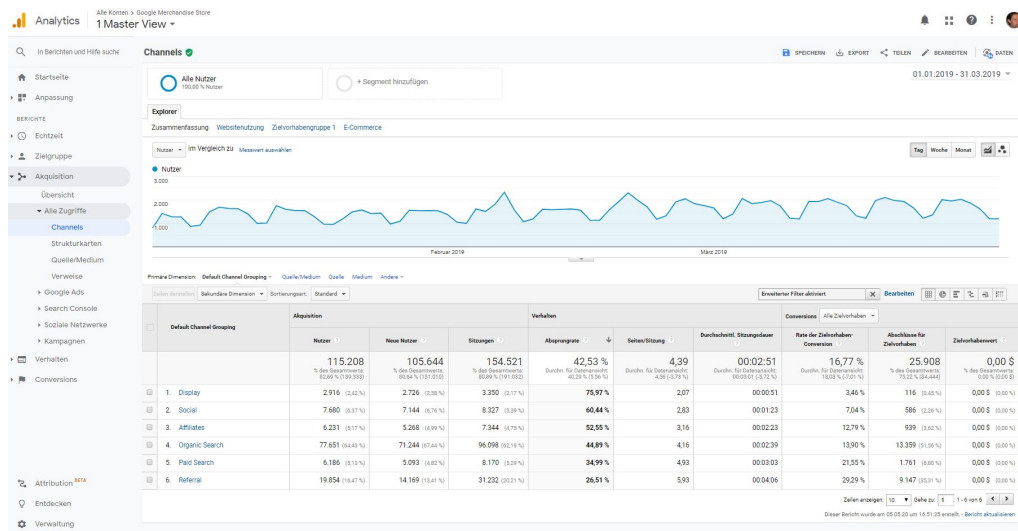
The week doesn't look special if you compare to the weeks before and after. It's an average month compared to the whole year, ramped up after the begin of the year.



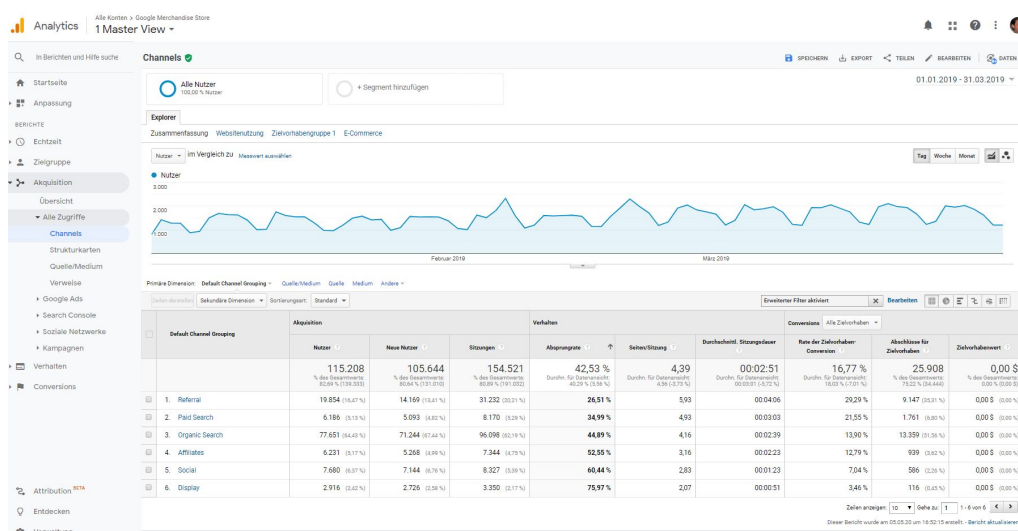
# Standard Display: Acquisition

During the three month period you've selected, excluding *Direct* and (*Other*), which channels had the highest and lowest bounce rates and the highest and lowest eCommerce conversion rates? What do these metrics mean, based on your experience?

## Highest Bounce Rate



## Lowest Bounce Rate

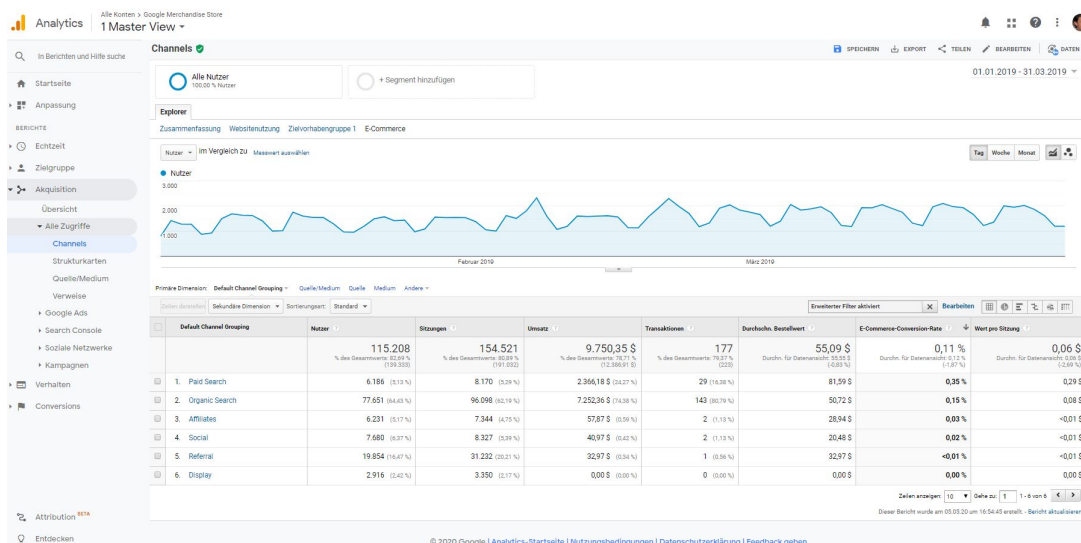




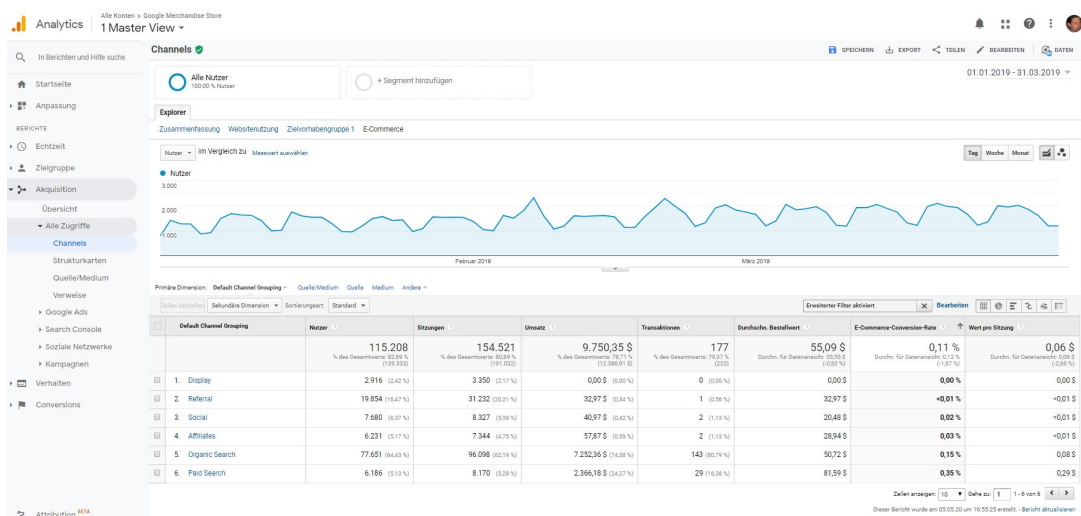
# Standard Display: Acquisition

During the three month period you've selected, excluding *Direct* and (*Other*), which channels had the highest and lowest bounce rates and the highest and lowest eCommerce conversion rates? What do these metrics mean, based on your experience?

## Highest eCommerce Conversion Rate



## Lowest eCommerce Conversion Rate



# Standard Display: Acquisition

During the three month period you've selected, excluding *Direct* and (*Other*), which channels had the highest and lowest bounce rates and the highest and lowest eCommerce conversion rates? What do these metrics mean, based on your experience?

## Meaning of "Bounce Rate"

Bounce Rate is a term describing the percentage of people, who got on a landing page and left directly, without any interaction on the site or viewing additional pages within the website.

## Meaning of "eCommerce Conversion Rate"

The amount of visitors on a website, that converted to a goal, e.g. in the context of eCommerce: the amount of people who got on the website through any channel and successfully bought a product.

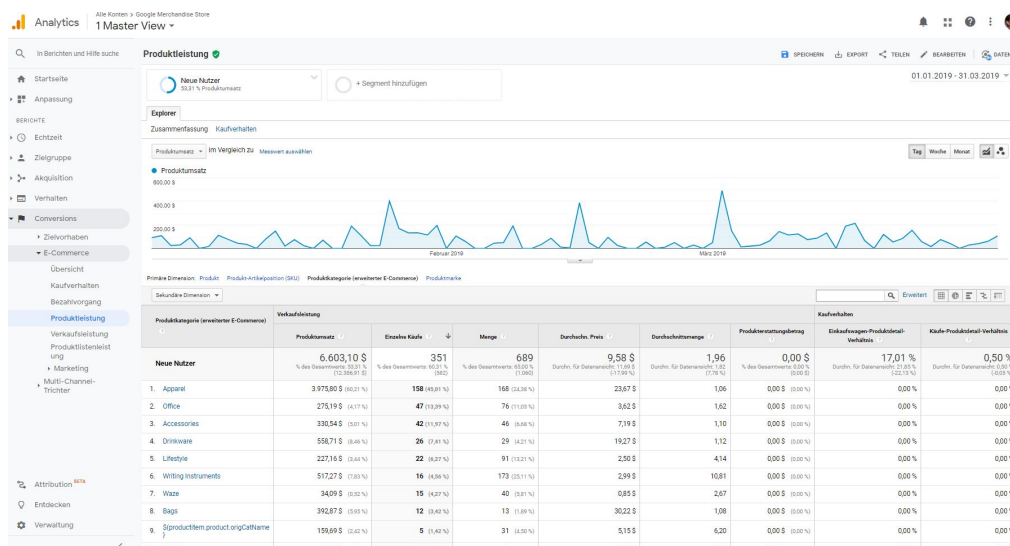
## Comment on the Screenshots

"Display" has the highest amount of bounce rates and the lowest possible conversion rate, meaning that this channel is performing badly. Referral has a low bounce rate, but is also not converting to an eCommerce success with just a small amount of successful conversion. The highest amount of eCommerce Conversion is Paid Search.

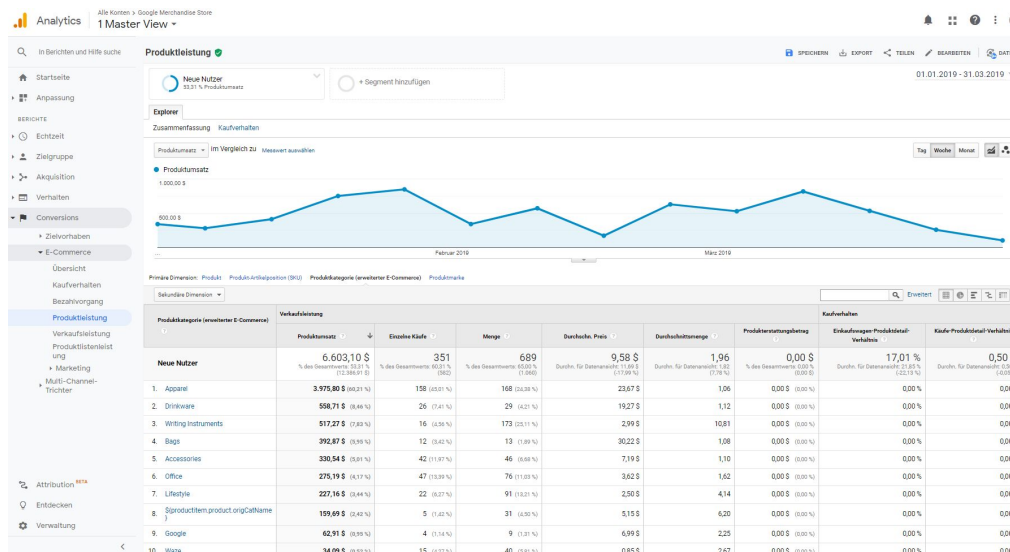
# Percentage Display: Conversion

During the three month period you've selected, which Product Category contributed the highest number of unique purchases for New Users and which Product Category was responsible for the largest percentage of revenue for New Users? (Screenshot(s) only; no elaboration required.)

a) New Users, Unique purchases

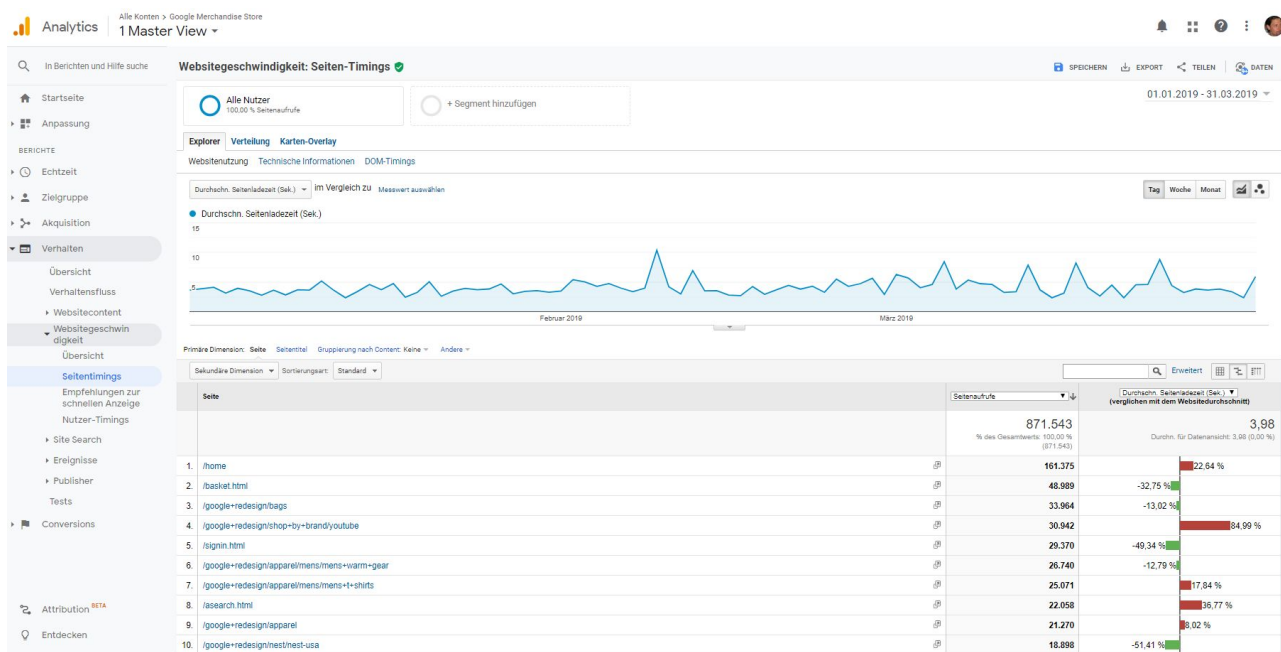


b) New Users, Revenue



# Comparison Display: Behavior

For traffic from All Users between the start and end of your three month period, please provide a comparison report showing Site Speed Page timings for our top ten pages (based on pageviews) and identify any potential troublespots.

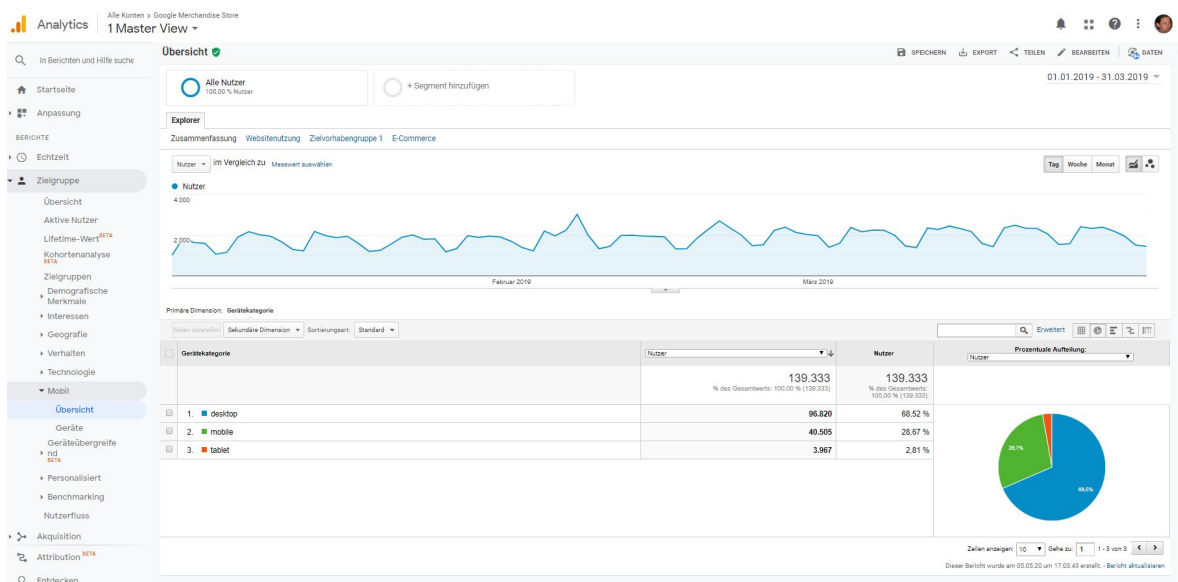


The Branded “Youtube” Page (“/google+redesign/shop+by+brand/youtube”) has significant higher loading times. There could be a problem, since the site is not available (“Sorry, This Page is Not Available.”)

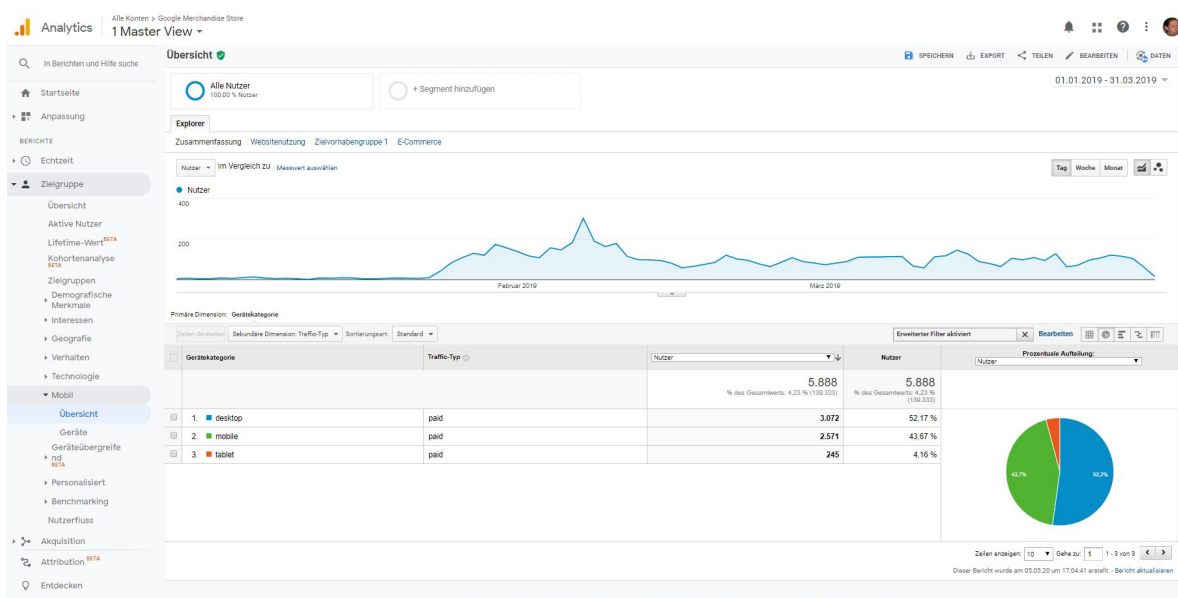
The Search site (“/asearch.html”) seems also very slow, probably of the query in the background, that is performed for every search.

# Percentage Display: Audience

Please go into the Audience → Overview → Mobile report and provide a screenshot or screenshots that show the following: Between the start and end of the three month period you've chosen, please provide percentage charts (pie charts) that show what percentage of All Users came from mobile, desktop, and tablet devices and what percentage of Paid Traffic Users came from mobile, desktop, and tablet devices.



The amount of mobile users coming from paid traffic is significant higher. This could mean, that mobile ads perform really good for mobile users.

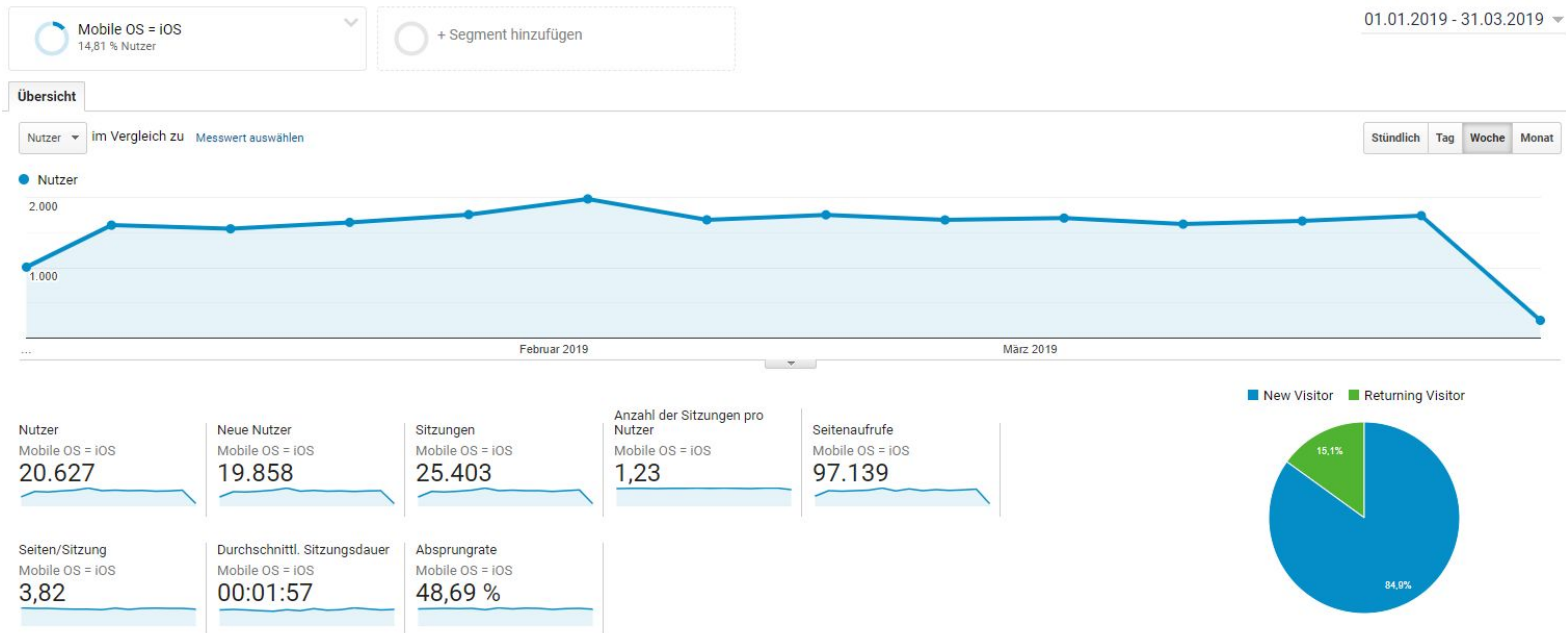




# Segmentation

---

# Audience Segment: Characteristic



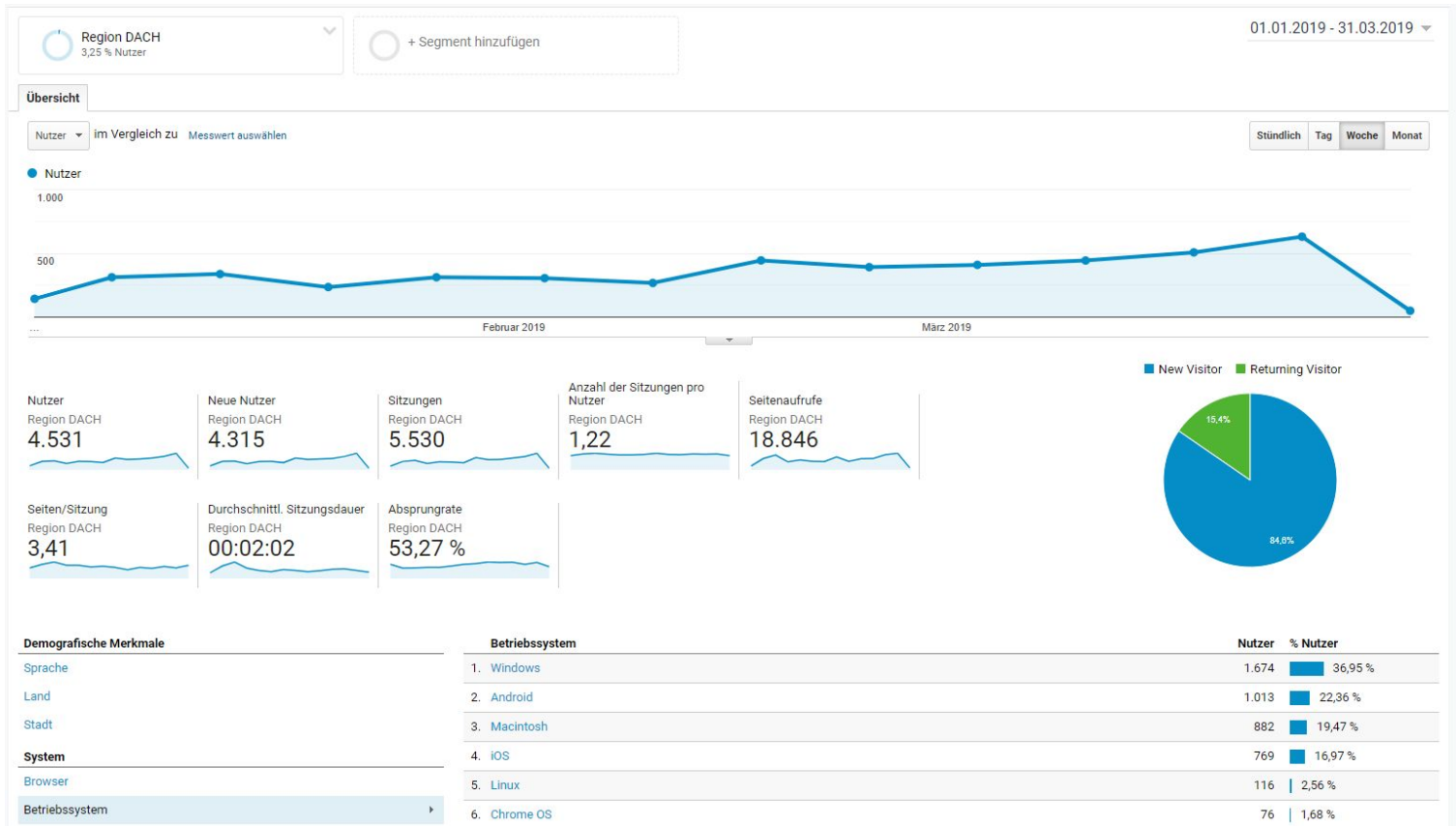
*How many users have iOS as mobile os per week?*

*Do we have more Android or iOS users?*

In the 3 month period, we have around 1,000 - 2,000 iOS users on our website.

In comparison, we have about 3,000 more Android users within the 3 month period (not shown on screenshot).

# Audience Segment: Geography



*In the Region DACH (Germany, Austria & Switzerland), what is the most used OS?*

In this region, the most people use Windows to visit our website. Android is on the second place, but we also have a big amount of people using Macintosh.



# Audience Segment: User Behavior

## Akquisitionsübersicht

SPEICHERN EXPORT TEILEN DATEN

01.01.2019 - 31.03.2019

Haben einen Kauf getätigt  
0,16 % Nutzer

+ Segment hinzufügen

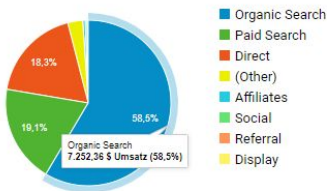
Primäre Dimension:

Default Channel Grouping

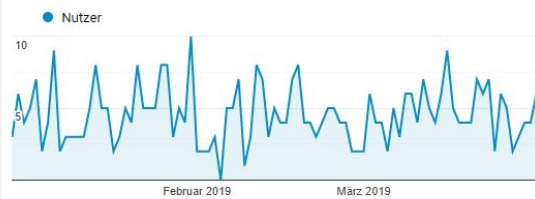
Conversion:

E-Commerce

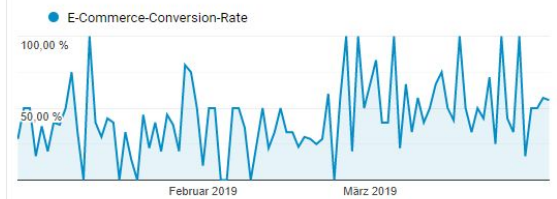
### Top-Channels



### Umsatz



### Conversions



	Akquisition			Verhalten			Conversions		
	Nutzer	Neue Nutzer	Sitzungen	Absprungrate	Seiten/Sitzung	Durchschnittl. Sitzungsdauer	E-Commerce-Conversion-Rate	Transaktionen	Umsatz
Haben einen Kauf...	220	189	542	17,53 %	14,21	00:09:47	41,14 %	223	12.386,91 \$
1 Organic Search	150			16,51 %			43,73 %		

*From all the people who have made a purchase, what was the acquisition channel with the highest revenue?*

The highest amount of revenue was done by the Organic Search Channel within the segment of people who made a purchase.

# Part Two:

## Connecting a Data Source and Creating a Custom Dashboard

---

# 1. Merchandise Store Draft

## Dashboard: Built on the Master View

Data Studio

In Data Studio suchen

Erstellen

Letzte

Für mich freigegeben

Meine eigenen

Papierkorb

Berichte

Datenquellen

Explorer

Name	Alle Inhaber	Zuletzt von mir geöffnet
1 Master View	Christian Ku	06.05.2020

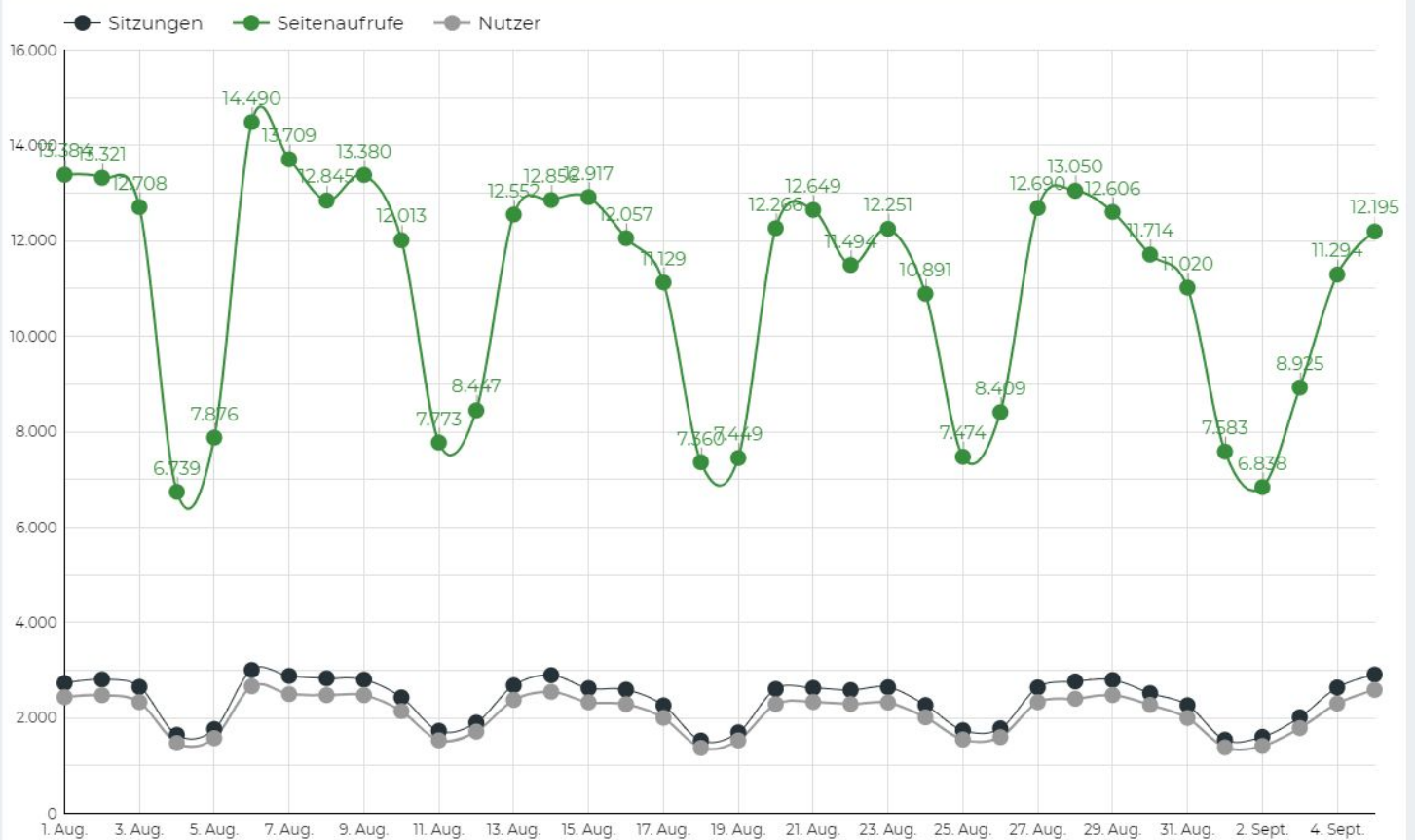
## 2. Merchandise Store Draft

### Dashboard: Time Series chart

Google Merchandise Store  
1 Master View

01.08.2018 - 05.09.2018

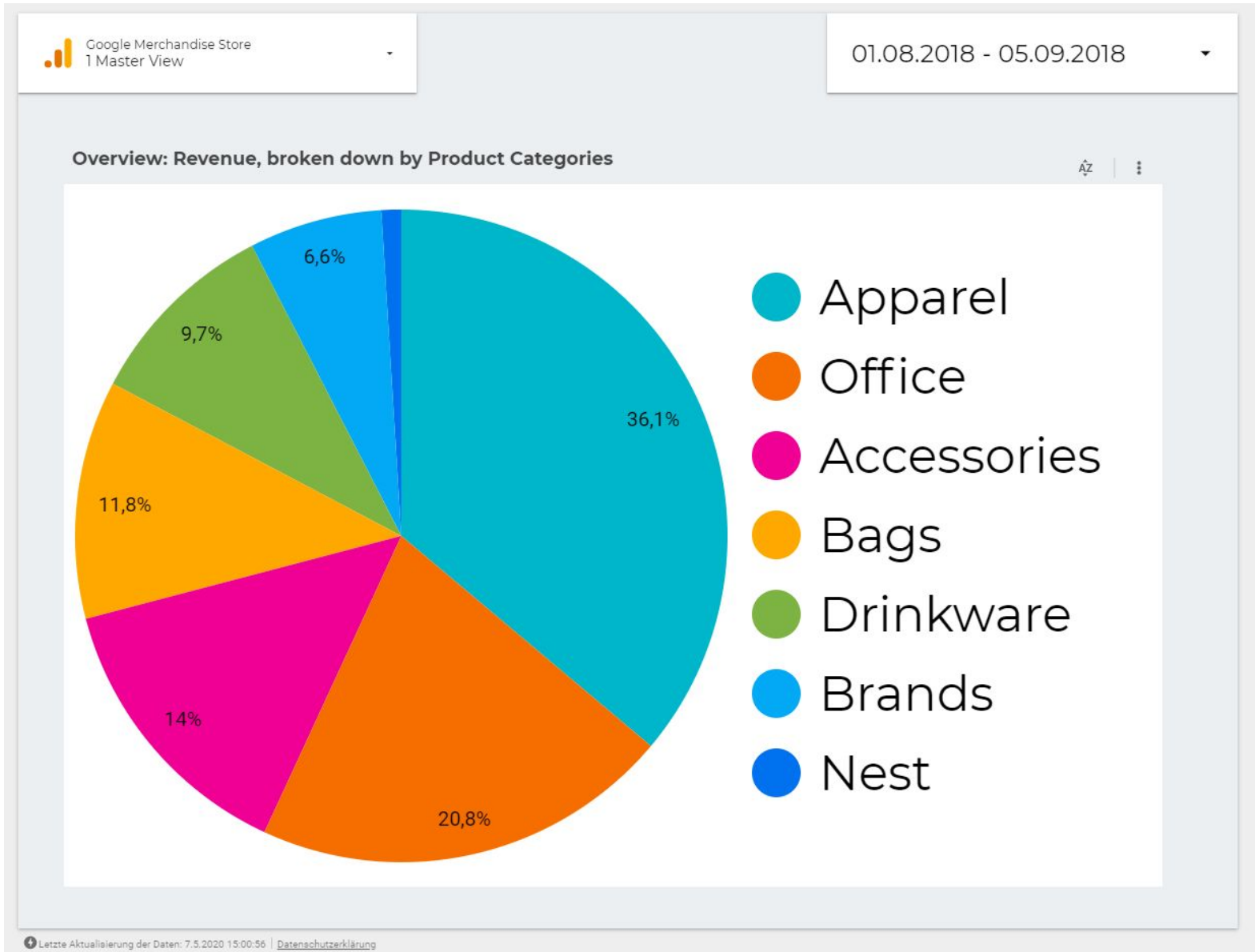
#### Overview: Unique Pageviews, Sessions, and Users



Letzte Aktualisierung der Daten: 7.5.2020 15:01:12 | [Datenschutzerklärung](#)

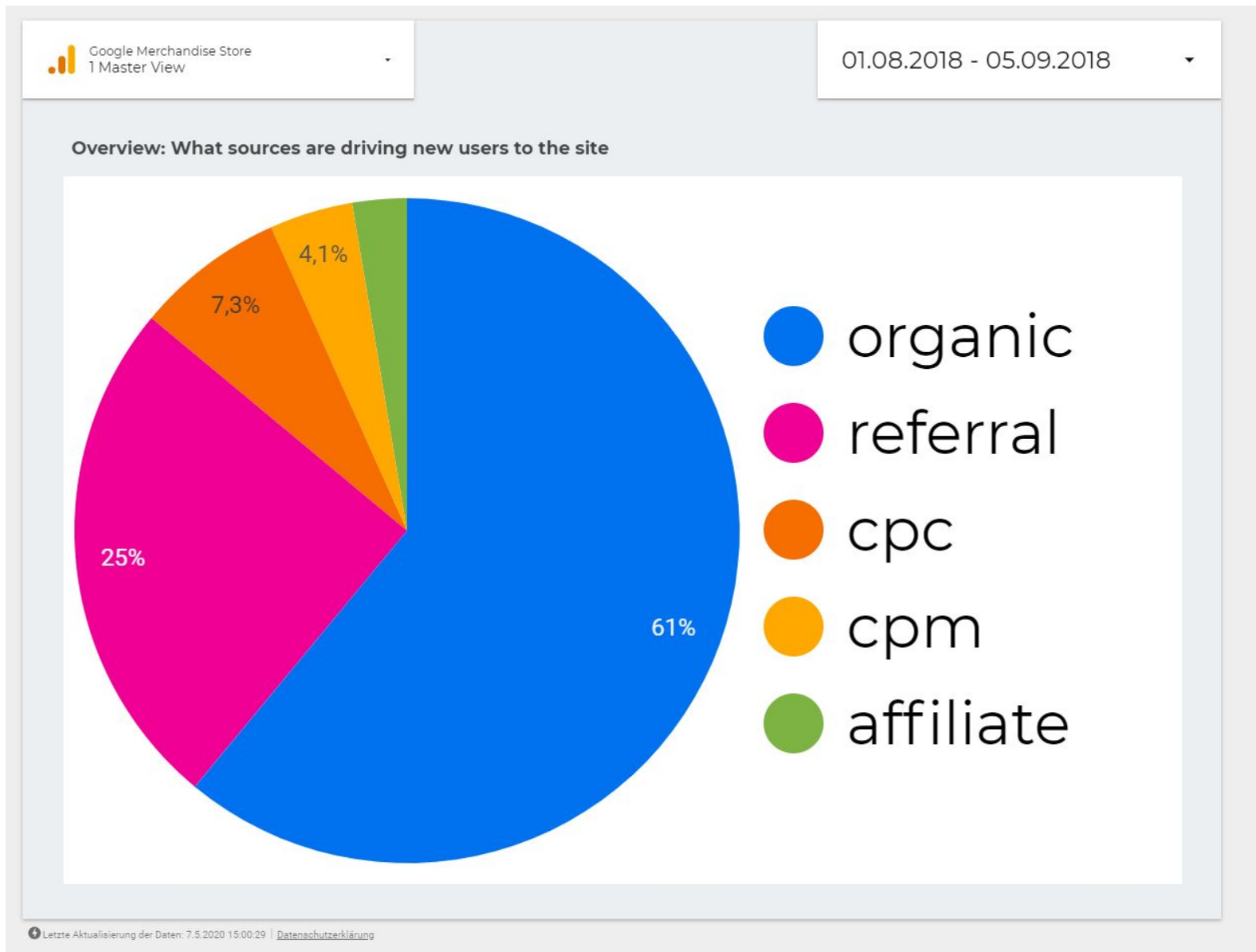
# 3. Merchandise Store Draft

## Dashboard: Pie chart, 7 slices



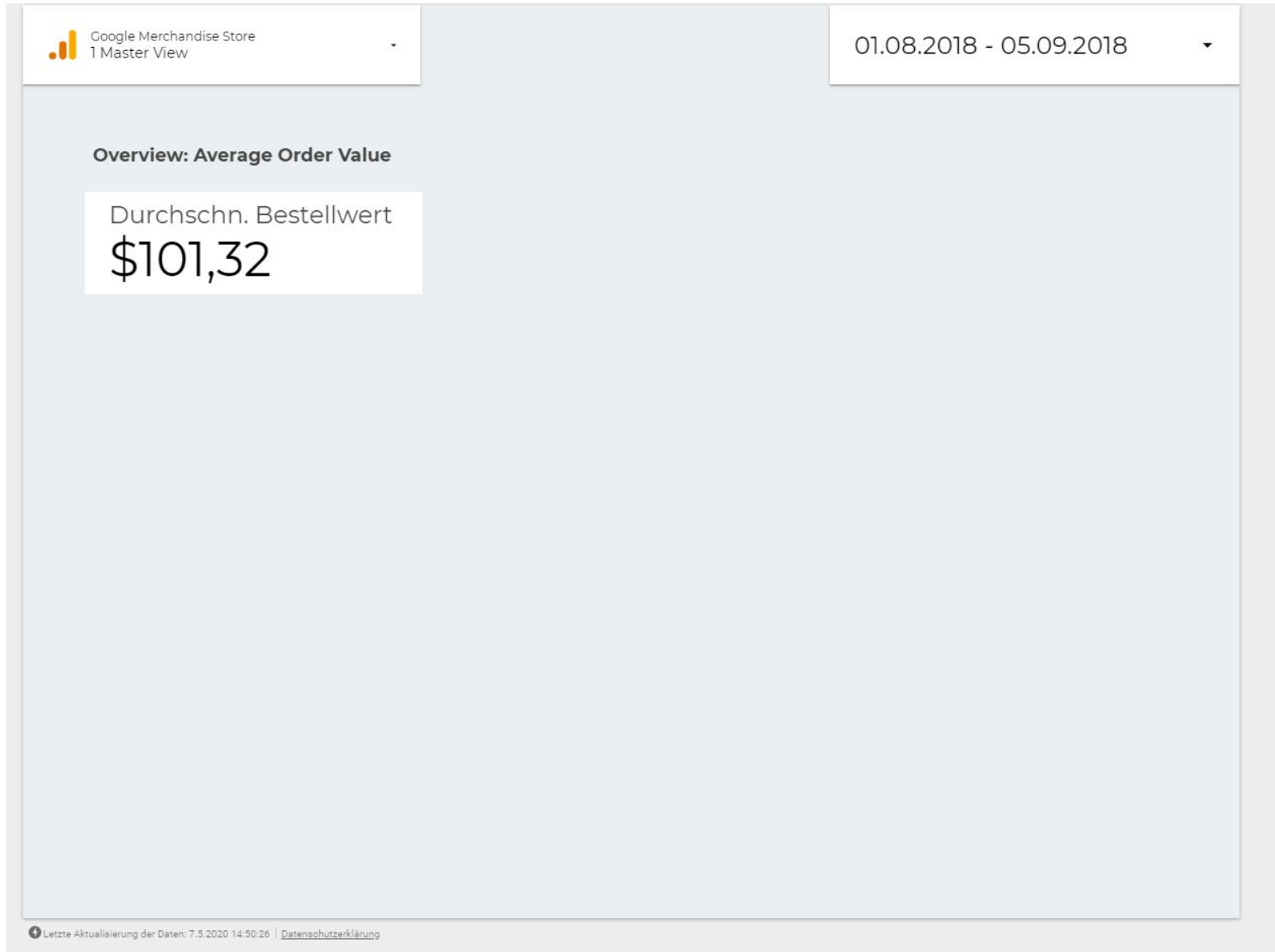
## 4. Merchandise Store Draft

### Dashboard: Pie chart, 5 slices



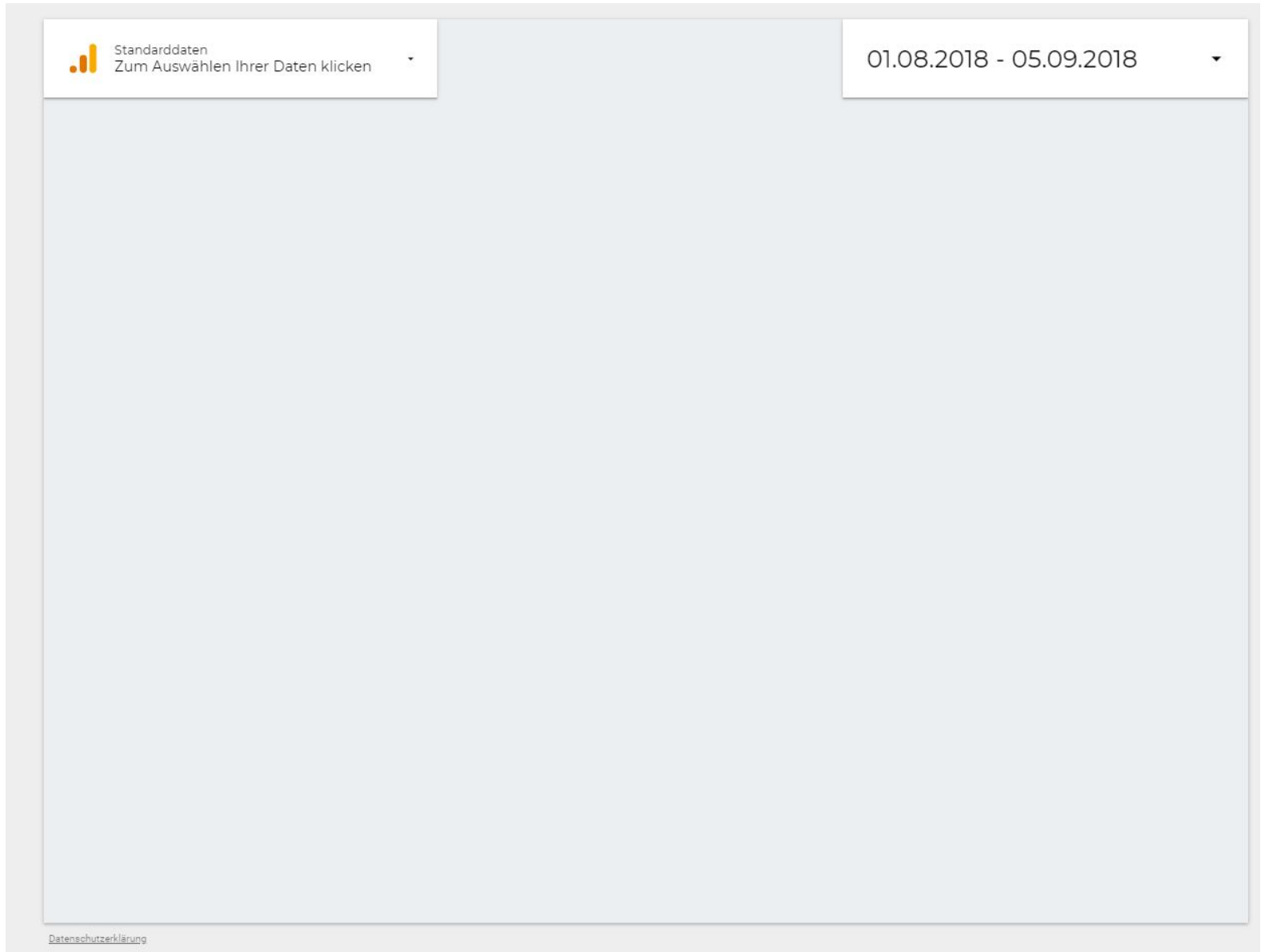
## 5. Merchandise Store Draft

### Dashboard: Scorecard



## 6. Merchandise Store Draft

### Dashboard: Date Range Control

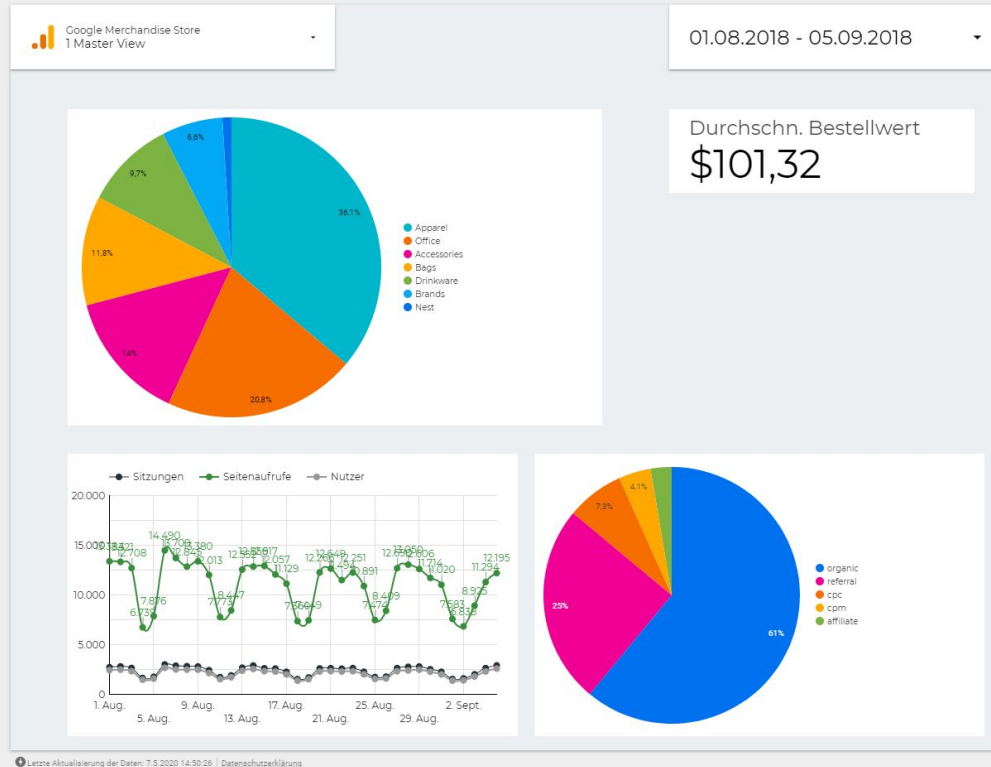




# 7. Merchandise Store Draft Dashboard: All in one

GMA Test Board  
Date Range Control (Seite 5 von 5)

teilen Bearbeitungsmodus



# Marketing Analytics Nanodegree Program

---

## Google Analytics